



### #SAPTalks

#### New Episodes Monthly

**October 13th 2015: Zhenya's Gypsy Tea on being Female-Run, Organic, and A Leader in Innovation**

Specializing in organic, fair-trade teas, female-led Zhenya's Gypsy Tea needed the necessary technology to maintain 237 percent growth. Listen as host, David Trites, and business expert, Ursula Ringham, speak with Paula Muesse, COO/CFO of Zhenya's Gypsy Tea as she explains how Zhenya's managed to capture the business benefits of enterprise software without the fixed costs of an extensive IT department. Hear David, Ursula, and Paula discuss Zhenya's business challenges, implementation of SAP Business ByDesign, and the company's lessons learned along the way.

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### Featured Guests



#### Paula Muesse

As Chief of Organization and Operations of an organic tea company Paula Muesse has been able to share her passion for mindful food choices produced in fair and empowering ways. By sourcing fair trade ingredients abroad and utilizing partnerships with organizations that provide work and services for specially abled adults locally, Zhenya's Teas are the embodiment of mindfulness on your grocery store shelf. Previous roles as VP Operations at Mad Dogg Athletics and Director at a Los Angeles based consulting firm, coupled with a CPA license and a B.S. in Mathematics, inform her decision making today. Now that the ground work of infrastructure and team building has been laid, her next goal is to

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#### Ursula Ringham

Ursula Ringham is Director, Digital Marketing, SME & Partner Marketing. She manages digital marketing and social media strategy for the small and midsize enterprise (SME). Prior to SAP, Ursula was a consultant building sales teams and helping marketing organizations build better brand identity. Ursula began her career at Adobe Systems and Apple working in Developer Relations, helping companies bring products to market. In her spare time, Ursula writes thriller novels about the high tech industry. Her debut novel, Privileged Corruption, explores Silicon Valley's obsession with software start-ups. How product ideas can make you a millionaire overnight. But are these high rewards worth risking

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